

ABSTRACT OF THE DISCLOSURE

An image forming apparatus in which an image is formed on paper without it being necessary for the user to identify and select paper having a suitable texture. Input image data is expanded to bit map data, and it is determined as to whether at least 30 % of the expanded bit map data is a character image data region. When this determination is affirmative, a tray is selected, wherein paper having a glossiness such that its 45° reflectance is at most 20 % is accommodated. If the determination is negative, that is, when at least 70 % of the expanded bit map data is neither a character image data region nor a blank data region, a tray is selected, wherein paper having a glossiness such that its 45° reflectance is at least 50 %, is accommodated. An image is then printed on the selected paper.